

Spring 2020

Wieden+Kennedy: Dan Wieden

Natalie Wagschal
Bowling Green State University

Follow this and additional works at: <https://scholarworks.bgsu.edu/mclp>

Recommended Citation

Wagschal, Natalie, "Wieden+Kennedy: Dan Wieden" (2020). *Media Company Leader Presentations*. 37.
<https://scholarworks.bgsu.edu/mclp/37>

This Book is brought to you for free and open access by the School of Media and Communication at ScholarWorks@BGSU. It has been accepted for inclusion in Media Company Leader Presentations by an authorized administrator of ScholarWorks@BGSU.



Dan Wieden

Natalie Wagschal



Background of Dan Wieden

- Born in 1945 in Portland Oregon
- He is the co-founder of Wieden and Kennedy
- Married his wife Bonnie and had 4 kids with her
- He was in theater in high school, he loved performing
- Started as a writer for his agency

Education of Dan Wieden

- Went to Ulysses S. Grant High School
- Swimmer
- He went to University of Oregon in Eugene
- He studied Journalism and Communications

Wieden and Kennedy Background

- Opened on April 1st 1982 in Portland, Oregon
- It is an independent advertising agency
- Founded by Dan Wieden and David Kennedy
- They met in 1980 working at the William Cain ad agency
 - They worked with Nike at this agency then took Nike as their client when they created their own agency
- Nike was their first client which helped in their future success

Mission Statement

Everyone and everything is driven by creativity and a core mission of building strong provocative relationships between companies and their customers.

Wieden and Kennedy Journey

- W+K started with Nike and collaborated with them
- They made a television commercial for them that aired in New York City
- They then added more offices in New York City, London, Amsterdam, Tokyo, Shanghai, Delhi, & Sao Paulo
- Some of the major clients they have now is Facebook, Honda, AirBnB, Corona, & Coca Cola
- They are now one of the biggest independent advertising agencies in this country

Nike Journey

- Dan came up with Nike tagline “Just Do It”
- They said this was the most difficult project for them in an interview (Adweek)
- Nike has been their client ever since
- They did an ad for Kobe Bryant with Nike
- They did an equality campaign with Nike for the athletes

Wieden and Kennedy Now

- David Kennedy retired in 1994
- Dan takes over all the projects, if larger him and David both are on it
- Multiple layoffs in the past 10 years
- In 2019 they made \$873 million worth of advertising

Accomplishments

- Oregon Professional of the Year
- Oregon's Entrepreneur of the Year
- Was in Time Magazine for 50 CyberElite
- One of the 32 members of the One Club Creative Hall of Fame
- Founder of Caldera, a non-profit organization and camp for at-risk youth in Sisters, Oregon
- He was also featured in Doug Pray's documentary Art & Copy

Quotes by Dan Wieden

- “We’ve got miles to go before we sleep. We’re pushing every day toward that goal.”